



*The Electronic Newsletter of the
Minnesota Chapter of the
National Speakers Association*

August 2008

A Note from NSA-MN President



The Dog Days of Summer, NOT!

Minnesotans love summer! We embrace all of the seasons, but after long winters and short springs summer is a joy to be treasured. However we do have "Dog Days" as well. Dog Days are just a little hotter, more humid, stagnant. People slow down and a dull lack of progress can exist.

Not at NSA-Minnesota! Speakers cherish time off for relaxation and renewal, but we continually think about how we can make a difference. By nature we are giving and want to share in the Spirit of Cavett. (For newer members and affiliates: look up our founder, Cavett Roberts). Cavett said "True success is a journey, not a destination" and the journey continues. So, what's going on right now? More than you can imagine!

The NSA Convention in New York is the highlight of the NSA year. By the time you read this many of our members will have been drinking from the fire hose of knowledge, relationships, and excitement that is the Convention. Oliver Wendell Holmes, Jr. said that a "mind, stretched by a new idea, never goes back to its original dimensions." Our minds will be stretched and our dreams and goals will be expanded by what we learn in NYC.

Your Board of Directors is working feverishly to provide you will an exceptional NSA-MN experience in the coming year. The volume of exceptional programming for which we have become known will continue and in fact expand to provide exciting, new opportunities for you to grow and/or improve your business. Our Institute for

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Mark Your Calendars!

Professional Speaker Development (IPSD) continues the Apprentice and Graduate Programs (please email referrals for potential participants to Stuart Gray at stuart@4remarkable.com). The new Mentorship Program offers an expanded level of participation and learning, and is certain to be a huge hit. Check it out at the MSP Hilton Ice Cream Social at 6:00 PM on August 12 or September 2.

New volunteers enjoy the benefit of involvement in NSA-MN programs and activities, but more are needed. Can you give an hour of your time per month for your Chapter? Please call Sharol Tyra, Director of Volunteer Services, at 763-477-9186 to offer your expertise and assistance.

We look forward to continuing the tradition of excellence that is NSA-MN. Please help make this our best year ever.

Celebrating your success,

Michael Roby, President
NSA-Minnesota

NSA Summer Social

Join your NSA colleagues at the 2008 NSA-MN Summer Social in beautiful Bayport for sun, fun, water, food, music and whatever else this crazy group comes up with!

This year you can enjoy fabulous food (from 5:00-7:00 pm) catered by Mama Maria's Italian Restaurant out of Hudson, WI - with interactive food stations!

Build Your Own Pasta & Sauce
Caesar Salad
Delectable Cheese & Fruit Tray
Dessert Station
Create your own flavored lemonade with a variety of syrups

Cool karaoke and fantastic live music from 5:00-7:00 pm. You'll love the sounds of Lazy Ike who will entertain you with what they call "high-octane" selections. Whooooo!, honey git your dancin' shoes on!

Outdoor games for the competitive nature in us - Bocce Ball and that Lawn Toss game with the PVC pipes (what's that called again? - Oh - yeah - summer outdoor fun!)

With all modesty it's safe to say this will be the best NSA-MN Summer Social ever (so you really do NOT want to miss it.)

Date: August 21, 2008

Time: 5:00 pm - 8:30 pm

*allow for DRIVE time - this is MN construction season!

[Register Here](#)

Location:

Bayport Marina - Berenberg Point
200 Fifth Ave. S. Bayport, MN 55003

<http://www.bayportmarina.com/location.html>

Summer Social

August 21

5:30 - 8:00 p.m.

Members and their guests

Off Kilter Slightly Used

By Molly Cox



Every so often I stare out the window, sip on my coffee and wonder, Should I write another business book, and what should it be about? *Speaking for Dummies* is tempting, but that's basically what the Cigar Peg at National is.

As a depression-inducing exercise I went to Amazon.com and Googled my book. Once selling for \$22.95, it's now \$8.00. Nice. What's worse is you can get it "slightly" used for \$4.00 Slightly used for what? A coaster?

It made me feel better when I learned you could get the Bible for a buck. And *Dave Barry's Greatest Hits*, for 15 cents. Postage is \$67.00. Plus handling.

So, it's time. And it's not like I don't have a lot of titles in my head just waiting to burst into life. It's just they're not congruent with my speaking. Such as one I thought would be fun, based on my experiences: *White Trash Vacations*. And there's been so much success with speaking on cancer and humor, why not *Laughing your way through Alzheimer's*? The people suffering from it could read it hundreds of times. For the first time. What a market!

There's a woman with a book titled:

Our hostess:
Amy S. Tolbert, Ph.D., CSP
612.986.8436

Please bring your jovial summer souls, guests, yard games, swimming suits/towels if you want to take a dip in the pool.

If you want something other than flavored lemonade to drink (beer, wine, spirits) BYO!

Registration: \$25/person or \$35/couple

To register, please visit the NSA-MN Website

*Please note - if you are registering just yourself, use the "Individual Registration" link. If you plan to bring a guest, please use the "Couple Registration" link and be sure to indicate your guest's name.

If you need more information, please contact the NSA-MN Office at 952.928.4649 or email info@nsa-mn.com!

New Program Year Takes Shape

By: Kevin Stirtz, Program Director

This season is about helping you grow your speaking business. We're going to bring you a lot (and I mean, A LOT) of ideas to help you be successful.

We'll start the season with a motivational and inspirational message from John Crudele. John is a gifted speaker with a long and successful career. He has presented over 4,000 programs and is a frequent guest on radio and TV. You do NOT want to miss John's presentation in September.

Then we'll follow up with a series of programs on topics you're going to love. From how to develop profitable products to creating public seminars to crafting your story, you'll learn what works from your fellow NSA members. They're kitchen-tested and mom-approved!

Don't forget our annual tradition of Fireside Chats, where you get to visit with a successful NSA veteran who will share with you their story and their secrets to making money, having fun and making a difference as a professional speaker. These smaller-venue events give you an opportunity to really connect with our NSA-MN veterans. Make room in your schedule for a Fireside Chat this year!

In February we have a special event planned that will show you how to get your phone ringing like never before. Imagine having a constant stream of reporters and TV/radio producers calling you for interviews. They won't leave you alone! Think of the publicity you could generate and how it might impact your speaking business.

Welcome to Ross Bernstein's world. Ross is a book publishing

How I feed my family of five for \$105 a week. I think it's about cutting coupons and making Spam hot dish. A lot. Serving Jelly as a fruit. She would go on book tour but she's too weak from hunger.

At the convention this year I'll get to hear about all the great books people are working on. And I'll have to encourage them when they tell me their new title: *7 Habits of Highly (fill in the blank) People. Or Vegetable Soup for the Hair-lipped Soul.* Then the inevitable will happen, someone will tell me THE BOOK that I should have written that they just got a \$200,000 advance for.

The depression I experienced from Googling my book will seem like a simple rainy day. I'll spiral out of control and behave like Britney Spears. (Although I've always put my children in a car seat.) I might even check myself into that new rehab facility in Arizona that takes people who Shoulda Coulda, Woulda, but didn't. It's a combination Bootcamp/Smackdown for creative people. Hulk Hogan and Eric Chester run it.

It's an expensive rehab. So if I can't afford it, I'll just get the slightly used book: *Building your Ego by Reading Your own Marketing Materials.* It comes with a free Bible and Dave Barry audiotape.

SPECIAL THANKS to
Virtual Assistant, Jennifer
Marah, for her help
assembling and sending
this month's issue of
Minnesota Speaks

superstar. He will show you how to write, publish and promote your own book. Ross knows his stuff too - he's published nearly 40 books so far (and he's just getting started). He'll share the secrets and tools he's used to publish books and to become the "expert of choice" for many media people. Plan to take a lot of notes!

Before I leave you, mark your calendar now (that's right - do it now!) for the fun, fun, fun event of the summer: The NSA-MN Summer Social. Once again we're honored to have the fabulous Amy Tolbert, (hostess extraordinaire) planning our summer social. Join us on August 21 for food, music, sun, games, swimming and fellowship as we wrap up the summer with our NSA-MN friends.



IPSD to Cover Presentation Skills in October

By: Stuart Gray, Director of IPSD

What a banner season we will have for IPSD 2008-09! As a chapter we are so blessed by our members continually saying YES to emerging speakers!

Let me give you a peek under the blanket for Mondays in October.

Stevie Ray will be offering a brand new program, "No Sweat Speaking".

This offering will go along with his new book, "Speaking in Public without Sweating in Private".

Dinner served 5:30 PM

Program 6-9 PM

All sessions will take place at the MSP Airport Hilton

Four class Sessions with customized workbooks, and a signed copy of Stevie's new book.

Limited enrollment, 16 participants

Investment \$499, only \$299 for current NSA-MN members.

The Apprentice, Graduate and Mentor programs are rapidly taking shape! Thank You for all those involved in the success of those programs.

Know Your Board

By: Mary Z. McGrath, Ph.D.

Kevin Stirtz



Kevin Stirtz joins the board this year as Programs Director, assuming responsibilities for planning and developing the chapter meetings, fireside chats, summer and winter socials and the spring gala. Kevin says he applies the principals from his book **MORE LOYAL CUSTOMERS** to his work on the Board. He says, "My number one rule in delivering amazing service (and therefore having more loyal customers) is to serve others. Put others first and help them accomplish what they want."

Kevin sees great value in NSA and NSA-MN. "(At) my first meeting as a guest I was talking with Walter Bond about NSA. He said to think about NSA like the NBA (National Basketball Association). I didn't understand then but I do now. We are professional colleagues (and we're special - no one else does what we do). We compete but as colleagues not enemies. We help each other and we are friends. The more I speak the more important I realize the value in having a circle of friends who are professional speakers because, honestly, no one else really understands us." To Kevin, NSA membership is "an opportunity to meet other members - especially those who are veterans (and even legends) in our profession. As Mark LeBlanc says 'This is great!'."

As a Board member Kevin urges other members to, "Get involved! As a whole the NSA MN chapter takes a lot of work to run. But it doesn't have to take a lot of time from any one person (except Stuart Gray!) It's amazing how much value you can add with just a few hours of volunteer work. Just do it!"

Annual Membership Drive Underway

By: Lori La Bey, Membership Director, NSA-MN

Lori@SeniorLifestyleTrends.com

651-216-5413

If you know someone who might be a good fit for our organization, please pass the person's contact information to Corinna at the NSA-MN office or me and we will follow up with them. At our upcoming events, I will have new NSA-MN business cards to handout to members willing to tuck a few into their purse or wallet to help us recruit. Your assistance in recruiting is much appreciated, and keeps us a strong and vital organization!

We will again be introducing our new members to you in the monthly newsletter and Brenda Elsagher has graciously agreed to create those profiles.

Some of you may already know Brenda, but for those of you who have not had the opportunity to meet her, please introduce yourself to her at the next



gathering. Brenda is not just a comedian, author and national keynote speaker, but a true humanitarian. She also has the most incredible eyes. (Personally, I could stare at her eyes forever!)

This July, I had the opportunity to see Brenda live and on stage at a fundraiser for a friend of hers, a woman diagnosed with stage 4 ovarian cancer, who has three children. Brenda's comedy was fabulous to say the least and I can even remember a few of her jokes, which is a compliment, coming from me. She worked the room in a compassionate yet a humorous fashion and increased the funds raised significantly. I applaud Brenda for her generous spirit and I want to thank her for volunteering to write our New Member Profiles.

Your Source for NSA-MN Information

www.nsa-mn.com

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